

EnlivenHealth[™]
an Omnicell Innovation



Measurably
Improving Medication
Adherence, Quality
Measures and
Retention

How improved patient engagement
ensures optimal health outcomes,
drives practice transformation and
improves profitability

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Medication Adherence in a Changing Healthcare Landscape



Medication adherence plays an increasingly critical role in patient outcomes, pharmacy success and health plan cost reductions. Without adherence, national healthcare spending increases by more than 10% and quality measures and patient satisfaction suffer.

The pandemic only intensifies the struggle. COVID-19 disproportionately affects patients with underlying health conditions, making conditions like asthma, hypertension and diabetes even more deadly. The pandemic significantly raises the stakes for medication adherence.

With the right technology platform and patient engagement approach, pharmacies and health plans can help put an end to the risks caused by medication nonadherence.

Contributing Factors to Medication Nonadherence

Aging Population

The rising number of people over 65 has put a strain on the U.S. healthcare system. Baby boomers have changed the face of the U.S. population for decades and continue to do so. According to the U.S. Census Bureau, 10,000 Americans will turn 65 every day, and all 73 million baby boomers will be at least 65 by 2030.

In addition to being more susceptible to the effects of COVID-19, this age group accounts for nearly 90% of all prescriptions filled. As the volume of medications and complexity of medication regimens increase for baby boomers, the likelihood of medication nonadherence rises.



Baby boomers account for 90% of prescriptions filled.

Chronic Conditions



Chronic conditions are the leading drivers of the nation's \$3.5 trillion in annual healthcare costs.

Chronic diseases like heart disease, cancer and diabetes are the leading causes of death and disability in the United States. These health risks are heightened during the pandemic. Chronic conditions are also the leading drivers of the nation's \$3.5 trillion in annual healthcare costs. In fact, costs of chronic care consume nearly the entire Medicare budget and account for 80% of total costs in Medicaid and 73% in commercial health plans.

In addition, as many as six in ten adults in the U.S. have a chronic disease, and four in ten adults in the U.S. have two or more chronic diseases. These high-risk patients can benefit most from the improved clinical outcomes that arise from medication adherence.



The Impact of Medication Nonadherence

Medication Nonadherence



Despite the evidence that shows the importance of medications for the elderly and chronically ill, medication adherence remains a persistent problem for the national healthcare system. Studies show that approximately 25% of prescriptions are left unfilled by patients. The most common reasons for medication nonadherence include high drug costs, fear of adverse events and being unable to keep up with multiple medications.

25% of prescriptions are unfilled.

Medication Nonadherence Costs to the Nation's Healthcare System

Medication nonadherence is a systemic problem. The estimated cost of medication nonadherence exceeds \$290 billion.

In 2012, the Congressional Budget Office (CBO), for the first time in history, recognized a direct link between medication adherence and overall medical costs. The CBO concluded that a 1% increase in prescription medication causes a 0.2% reduction in medical services spending.

Additionally, in Medicare and Medicaid beneficiaries with heart failure, nonadherent patients cost as much as 23% more per year than adherent patients.

\$290 billion –
cost of medication nonadherence.



The Effect of Medication Nonadherence on Quality Outcomes


Despite the costs associated with medication nonadherence, the effects to the patient and quality outcomes are significant. Studies show that 26% of readmissions are potentially preventable and relate to medication nonadherence.

Patients with low and intermediate medication adherence have over two and a half times greater odds of readmission compared to patients with high adherence. As many as 60% of all medication errors occur during the transition from one healthcare setting to another, and 72% of all adverse events that occur following discharge are related to medication.

In addition, 10% of patients with cardiovascular disease make 44 or more pharmacy visits annually, and their adherence rates are 8% lower than those of patients with the least complex prescription regimens.

2x greater odds of readmission in nonadherent patients

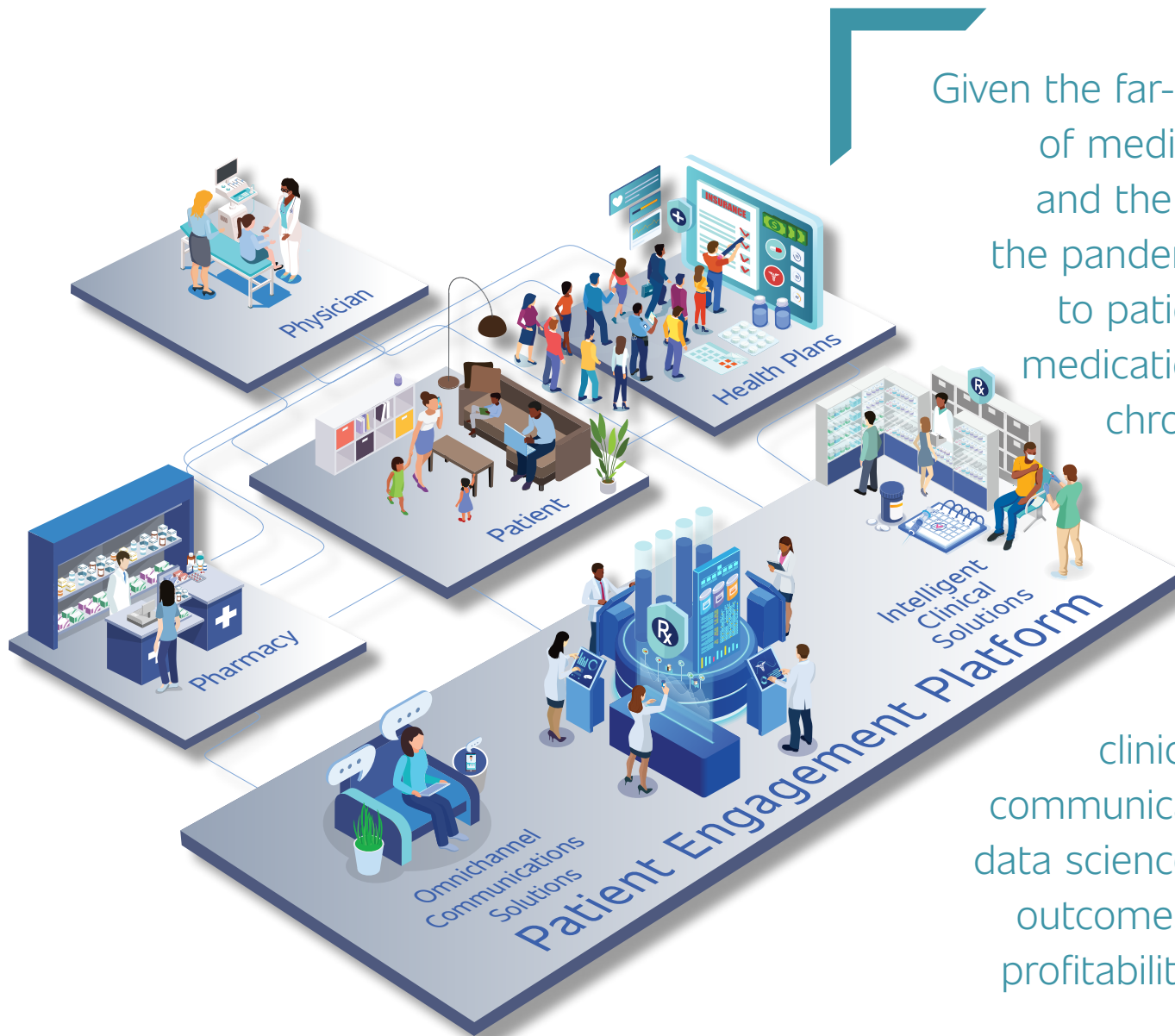




“If we could do just one thing to improve health outcomes and lower cost, the greatest single opportunity before us would be to help people take their medications correctly.”

- NEHI

Patient Engagement Technologies Improve Medication Adherence



Given the far-reaching implications of medication nonadherence and the continuing effects of the pandemic, new approaches to patient engagement and medication adherence for the chronically ill are needed. Patient engagement technologies help retail pharmacies and health plans orchestrate clinical intelligence, digital communications, and advanced data sciences to improve quality outcomes, increase script and profitability growth and reduce healthcare costs.

Value of Medication Synchronization Technologies to Pharmacies



Drive Quality Outcomes

Target eligible patients with clinical interventions that can measurably improve medication adherence and quality measures.



Increase Patient Retention

Free up time for pharmacists to focus more on value-based care and medication counseling, such as explaining how medications work and how patients can avoid side effects. This counseling improves health outcomes while driving increased patient satisfaction and retention.



Improve Operational Efficiency

Capture survey results and data that impacts adherence quality scores for easy reporting to health plans. Achieve quick and easy appointment scheduling for pharmacist counseling, point-of-care testing, vaccinations and other value-based services.



Personalize Patient Communications

Proactively reach out to patients to refill their medications and communicate with patients in their preferred channels. A truly personalized experience is vital to improving adherence, producing better health outcomes and boosting patient retention.



Drive Script Growth and Profitability

Engage in appointment-based medication management which can lead to two or more additional prescription refills per participating patient over the course of a year.

“Pharmacies experience churn from nearly 50% of their patients in a given year. These technologies help keep patients around and that’s equally as important as bringing a new patient in the door.”

—Andrew Sylvester, Senior Manager, Business Intelligence & Sales Enablement, EnlivenHealth™

Value of Medication Synchronization Technologies to Health Plans



Improve Quality Measures

Drive improvements in quality measures and Medicare Stars Ratings that are heavily weighted towards medication adherence. Offer financial rewards to pharmacies for enrolling patients in medication adherence programs.



Generate Member Loyalty and Retention

Create the positive member experiences and member satisfaction that increase plan loyalty

and drive favorable ratings in CAHPS (Consumer Assessment of Healthcare Providers and Systems) surveys.



Reduce Costs

Influence positive patient outcomes and reduced medical expenses that result from medication synchronization programs. Actively engage with pharmacies to promote medication adherence, thereby reducing admissions, readmissions and costly ED visits.



Improve Pharmacy Network Performance

Encourage members to use pharmacies that have shown measurable improvements in medication adherence. Encourage pharmacies to become preferred partners by engaging in medication adherence programs. For example, major health plans leverage the national network of more than 30,000 retail pharmacies from EnlivenHealth™ to help keep their members adherent and healthy.

“If we help the pharmacy, we help health plans with their Star Ratings.”

– Irfan Ali, MRPharmS Director of Network Performance, EnlivenHealth™

“By providing technology solutions that connect health plan members with timely medication adherence interventions at pharmacies, we help drive improved member satisfaction, patient health outcomes, health plan quality measures and financial performance. It truly is a win-win for all involved: health plans, members and pharmacies.”

– Bjorn Thommesen, Client Success Executive, EnlivenHealth™



Simplified Medication Management with Medication Synchronization

Medication synchronization aligns a patient's chronic medications to a single refill date, improving convenience for the patient and allowing pharmacies to effectively plan for ongoing administration of other services.

By simplifying when patients refill and pick up their medications, this proven, appointment-based approach offers unprecedented opportunity for script growth, enhanced workflow efficiency, patient retention and direct and indirect remuneration (DIR) fee mitigation. With improved PDC scores, pharmacies can demonstrate value to health plans and be compensated for Star Ratings performance improvement.

“The simple act of helping patients consolidate their medications creates true value for retail pharmacies. We help increase script growth, drive patient retention, increase patient acquisition and create financial gain in fee arrangements with health plans.”

—Andrew Sylvester, Senior Manager, Business Intelligence & Sales Enablement, EnlivenHealth™

Insight-Driven Engagement and Improved Adherence



Adherence Coaching

A key component of medication adherence is coaching patients about their medication use. Adherence coaching identifies patients who are trending toward suboptimal medication adherence. With scripted, decision-tree coaching, pharmacies and health plans can reverse the trend and boost performance on adherence-related quality measures.

30-90 Day Conversion

By converting medications from a 30-day supply to a 90-day supply, the pharmacy


can reduce the number of times a patient visits the pharmacy. All that is required is a simple discussion with the patient or caregiver and for the prescriber to generate a new prescription for the 90-day supply.

Fewer trips to the pharmacy decrease the chances that a patient runs out of their medications, resulting in improved medication adherence, increased patient satisfaction and healthier outcomes. This is particularly important for high-risk patients whose chronic conditions put them at

greater risk to the effects of COVID-19. The resulting PDC score improvements provide important financial benefits for the pharmacy and health plan alike.


Refill Assistance

With refill assistance technologies, the pharmacy can deliver targeted interventions for patients with suboptimal adherence. Individual outreach to patients helps to refill their medications while improving quality ratings.



“Whether due to prescription costs, transportation or side effects, there are many reasons that cause patients to lapse in taking their medications. We offer coaching and assistance to identify why they’re delinquent in taking their medications and what steps they can take to improve adherence.”

– Mike Cantrell, RPh., Esq.,
Senior Director of Regional Operations, EnlivenHealth™



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Medication Adherence Technologies: Proven Results



Medication Adherence by the Numbers

Medication adherence technologies show clear results in driving quality outcomes, reducing healthcare utilization and lowering the cost of healthcare.

8%

higher odds of being optimally adherent to all cardiovascular medications.

9%

lower hospitalization and ED visits

23%

increase in the number of fills per visit

\$145

per member per month savings on hospital admissions

Harvard Medical School Study Shows Improved Adherence with Medication Synchronization



Researchers from Harvard Medical School and Brigham and Women's Hospital conducted a study to measure the effects of medication synchronization programs on adherence. The study evaluated the impact of two synchronization programs on adherence, cardiovascular events and resource use among Medicare beneficiaries treated between 2011 and 2014 for two or more chronic conditions.

The study showed that among nearly 23,000 patients, those with a synchronization program realized a 3% gain in the mean proportion of days covered, a measure of medication adherence. In addition, rates of hospitalization and emergency department visits were 9% lower in the synchronized group. Cardiovascular events experienced similar reductions.

Ultimately, the study proves that medication synchronization programs have a clear effect on patient outcomes and the cost of care.

“Given the continuing effects of the pandemic, these are challenging times for healthcare. COVID-19 is accelerating the digitization of nearly every aspect of healthcare delivery, with providers, plans and patients relying on digital-first technologies to stay healthy and safe. Medication synchronization is a powerful example of how innovative technologies are helping to bend the quality and cost curve in healthcare.”

– Bjorn Thommesen, Client Success Executive, EnlivenHealth™

Case Study

“Ultimately what Walgreens was able to do, which is pretty remarkable, is improve patient adherence, and make it easier for patients to take their medications when their medications are synchronized.”

– Justin Coyle, Walgreens senior director of pharmacy and retail operations

Walgreens

Founded in 1901, Walgreens has become a household name in retail pharmacy. Walgreens’ Save a Trip Refills® program is powered by medication synchronization technology from EnlivenHealth™. In addition to providing convenience, the program makes it easier for patients in the pandemic. Started as a pilot in a small number of stores four years ago, Save a Trip Refills® is now implemented in all of Walgreens stores and has four million patients enrolled.

In a recent Drug Store News article on the Save a Trip Refills® program, Justin Coyle, Walgreens senior director of pharmacy and retail operations, said: “Ultimately what Walgreens was able to do, which is pretty remarkable, is improve patient adherence, and make it easier for patients to take their medications when their medications are synchronized.”

Coyle continued: “It makes it easier to take your medication, it makes coming to the pharmacy easier, it makes getting your medication delivered easier, and it makes coming to the drive-thru easier. In the process, we’re actually improving the experience. We’re allowing pharmacy teams to have these much more meaningful conversations and meaningful opportunities to listen to patients, to learn, and then to help those patients develop a plan that works for them.”

Case Study

“When you focus on patient care, take care of those individuals, call the doctors and ask for proper therapy changes, you start to get referrals from physicians’ offices and family members,” said Jones. “It created good, strong value for our pharmacy operation.”

– Duane Jones, BS Pharm, pharmacy district manager and clinical program director, Harps Food Stores

HARPS™

HOMETOWN FRESH

Harps Food Stores is an employee-owned regional chain of grocery stores in Arkansas. For its pharmacy operations, the organization worked to drive practice transformation, effectively ensuring that pharmacists focus on value-driven activities and less on traditional operational tasks like answering the phone, filling scripts and performing administrative work.

“We wanted to get past the conventional operations in the pharmacy and embrace practice transformation,” said Duane Jones, BS Pharm, pharmacy district manager and clinical program director at Harps Food Stores. “We do this by delegating nonclinical duties to staff members, help pharmacists focus on clinical duties and position pharmacists as viable parts of medical care.”

The organization also needed to manage the challenges that come with COVID-19. Neighboring regional chains and small pharmacy chains saw a dip in prescription refills, which created a need to reduce hours for their pharmacists.

Partnering with EnlivenHealth™, Harps Foods achieved measurable results. Workflow changes allowed pharmacists to spend more time counseling patients on immunizations and on medication therapy management. Refills during the pandemic stayed consistent. Automated tasks freed up pharmacists’ time to spend with patients.

One of Harps pharmacies was struggling and with a new pharmacy manager focusing on immunizations and medication therapy management, the pharmacy achieved significant financial gains. In 14 months, the pharmacy went from losing almost \$80,000 per year to breaking even.

“When you focus on patient care, take care of those individuals, call the doctors and ask for proper therapy changes, you start to get referrals from physicians’ offices and family members,” said Jones. “It created good, strong value for our pharmacy operation.”

Pharmacy Is Well Positioned to Help Lead the Future of Healthcare



With a patient engagement platform that drives medication adherence, today's pharmacies are strengthening their position as essential members of the healthcare team. By implementing innovative, integrated technology solutions, the pharmacy can:



Develop solutions to improve patient care and allow the pharmacy to focus more on profit-building value and services and less on commodities and transactions.



Connect the pharmacy with the broader health-care system and allow bidirectional data flow.



Engage health plans by demonstrating a positive impact on health outcomes and quality score improvements.

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For more information about medication adherence technologies, contact EnlivenHealth™ at 877-776-2832 or send us an email at enlivenhealthco@omnicell.com

www.enlivenhealth.co

About EnlivenHealth™

EnlivenHealth™ provides the most proven and advanced technology solutions for intelligent patient engagement and communications. Trusted by a national network of leading pharmacies, the EnlivenHealth™ Patient Engagement Platform empowers pharmacies and health plans to significantly improve medication management, adherence and safety for their patient populations.

Our mission is to help you ensure lifelong optimal health for your patients and members, measurably improve quality scores, and strengthen business results. EnlivenHealth™ is a division of Omnicell, Inc. (NASDAQ: OMCL), a leading provider of medication management solutions and adherence tools for healthcare systems and pharmacies. Learn more at www.enlivenhealth.co.